Balancing Entertainment and Behaviour value: M-games as a Social marketing Agent of Change

Rory Mulcahy, Queensland University of Technology
Professor Rebekah Russell-Bennett, Queensland University of Technology
Dr Kerri-Ann Kuhn, Queensland University of Technology

Abstract

In a marketplace where millions of dollars are spent on the design of mobile games (m-games), social marketers are now using this technology as a tool for behaviour change. Despite high expenditure by governments and non-profits on social marketing m-games, little is known about their effectiveness in terms of creating value. Value creation has been demonstrated to have an important impact on satisfaction and behaviour. This paper reports the results of a qualitative study involving four focus groups with 23 participants to reveal two categories of experiential value, entertainment and behaviour. Additionally, it was discovered that entertainment could be characterised by amusement and social value dimensions. Whereas, behaviour could be made up of information, simulation and distraction value dimensions. The categories of value, as well as the dimensions of information, simulation and distraction are entirely new to the social marketing literature and thus represents a unique contribution to social marketing.

Keywords: experiential value, mobile games, technology, social marketing

Track: Social Marketing